



The Briar Wire

THE SWEET BRIAR COLLEGE ALUMNAE NEWSLETTER OCTOBER 2017 | VOLUME 3 | ISSUE 8

Dear fellow Alumnae and Friends,

As the fall unfolds and brings about campus splendor, so does a new narrative about Sweet Briar and the future. In September, President Meredith Woo announced to the nation that we were “doubling down” on liberal arts and taking the leadership role in higher education by providing a bold rubric for the future. The vision encompasses:

- a comprehensive academic repositioning,
- a tuition reset, and
- a sound business model for the future,

President Woo is signaling to the world that excellence, relevance and affordability will be front and center with an emphasis on women’s leadership at the core.

Many in higher education and others are taking note as Sweet Briar leads the way. Foundations and corporations as well as young women throughout America have been captivated by the “Find Your Fierce” brand and academic repositioning. All are watching with bated breath to see the next chapter of Sweet Briar’s renaissance as it unfolds.

Now that the vision has been announced, the faculty are working closely with the President over the next several months to finalize the core curriculum on women’s leadership and the three Centers of Excellence (Science and Technology; Creativity, Design and the Arts; and Human and Environmental Sustainability).

Other innovations on how we engage alumnae and build the pipeline of amazing young women are also underway. We have announced an enhanced admissions recruitment strategy that mobilizes local alumnae and parents to visit the top schools in the country in key states. By building relationships with guidance counselors and heads of top public and private schools across America, we will build upon a tradition of local personalized connections with young women and meet them where they are.

Alumnae clubs are also being mobilized to strengthen the alumnae connections in their area with alumnae of all ages and to spread the latest news from our College while also connecting families of Sweet Briar past and present to opportunities laid out in the new vision.



Together, in the coming months, we will be defining the greatest needs of the College more broadly to determine what is necessary to propel the vision going forward. Please share this transformational news with high-school aged women, classmates and friends.

Since September 6th we have traveled the country with President Woo to 15 cities and will continue to engage alumnae and friends on our exciting path ahead. In each city, we have found a community of support eager for Sweet Briar’s next chapter. We ask for your support as we launch what truly may be noted as the most important era of the College.

With gratitude,

Mary Pope M. Hutson '83

Vice President for Alumnae Relations and Development

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Founders' Day and Inauguration



Students processed to Monument Hill on Founders' Day.



President Meredith Woo led the seniors up to Monument Hill with Dr. Lynn Rainville.



For President Meredith Woo's Inauguration, students led alumnae class representatives by their decades for the processional.



President Meredith Woo addressed students, faculty, staff, delegates, alumnae and distinguished guests at Inauguration.

Planned Giving: Take advantage of the IRA Rollover

The Charitable IRA Rollover Gift is now permanent. You can make this type of gift anytime in 2017 or 2018. Your Charitable IRA Rollover Gift can provide the maximum support for Sweet Briar if you make your Charitable IRA Rollover Gift this year.

The IRA Rollover Gift to Sweet Briar College

The Charitable IRA Rollover Gift can be made in February or any subsequent month of 2017 or 2018. It provides a donor who is 70 and ½ or older and who has an IRA with the equivalent of a 100 percent income tax charitable contribution deduction.

The gift also reduces the amount that a donor must take into taxable income as an IRA minimum distribution. A donor who is required to take a 5% minimum distribution from his or her IRA can instead direct the minimum distribution to Sweet Briar and reduce his or her taxable income.

Direct from Qualifying IRAs

The Charitable IRA Rollover Gift is made directly by the IRA custodian to Sweet Briar. The gift is a completely tax-free transfer from the IRA to Sweet Briar. The gift is not included in the donor's income and the donor receives no income tax charitable contribution deduction for the gift. The completely tax-free transfer provides the equivalent of a 100 percent income tax charitable deduction for the gift.

Example: Susan Smith, who is 71, has a traditional IRA with a balance of \$100,000 consisting of deductible contributions

and earnings. Susan can request the IRA custodian to distribute the entire \$100,000 to Sweet Briar. Under prior law, the entire distribution of \$100,000 would have been included in Susan's income. Under the new law, the distribution of \$100,000 is a qualified charitable contribution. As a result, no amount is included in Susan's income and this gift is a completely tax-free gift to Sweet Briar.

Double the Tax Smart Gift

Susan and Robert Smith have separate IRA's and both of them are 70 and ½. Each of them can make a Charitable IRA Rollover gift of \$100,000 in 2017 or 2018 for a total 2017 or 2018 Charitable IRA Rollover gift of \$200,000.

Learn more about the IRA Charitable Rollover at plannedgiving.sbc.edu/ira-charitable-rollover. ■

For more information, please contact:
Claire Dennison Griffith '80, Senior Director of Alumnae Relations and Development
PO Box 1057 | Sweet Briar, VA 24595
Phone 434-381-6479 | Email: cgriffith@sbcb.edu

This information is provided for educational purposes. It is not intended as legal advice. Please consult your own advisors who alone are aware of your individual situation and thus in the best position to provide an individual analysis and help you accomplish the best result.

From the Alumnae Alliance Council: Additional call for nominations

The Sweet Briar College Alumnae Alliance, formed by the Sweet Briar College Board of Directors on September 26, 2015, as the new paradigm of alumnae engagement to operationalize the "Sweet Briar Effect" by engaging the time, talent, interests and passion of alumnae in service to the College and its alumnae, needs volunteers to serve on working groups and in the roles described below. Alumnae Alliance volunteers provide professional expertise in service to the College and thus are recruited for "skills and fit" to increase the impact of their volunteer service (similar to Doctors without Borders, lawyers working pro bono, etc.).

All Sweet Briar College alumnae and holders of honorary degrees, and those who completed at least one semester of coursework, are members of the Alumnae Alliance and may nominate themselves or any other member of the Alumnae Alliance for the following positions:

Alumnae Alliance Council Development Working Group
2 Co-Chairs
Work closely with the College's Office of Alumnae Relations and Development staff to support and assist with College fundraising efforts.

Alumna Representative to the Board of Directors' Committee on Buildings, Grounds and Technology
1 ex-officio, non-voting position from Alumnae Alliance Council or working group membership
The Chair of the Board of Directors' Committee on Buildings,

Grounds and Technology has requested that the Alumnae Alliance select a member of its Council or one of its Working Groups to serve on this committee in accordance with the Board's Bylaws which provide for alumnae representation on the committee. This committee, in consultation with the Vice President of Finance, "shall advise the Board of Directors regarding future planning and care and preservation of the buildings, grounds, and technological capacity of the College. It shall make recommendations to the Board of Directors with respect to major questions relating to landscaping, use of land owned by the Trust or the College, and proposals for substantial renovations, construction of new structures, or razing of existing structures. The Committee shall also have the responsibility, which may be delegated by the Committee, of approving works of art and other gifts of tangible personal property offered to the College, and shall consider such matters as the placing of objects to commemorate donors." The Committee generally meets the Thursday before each regular Board meeting.

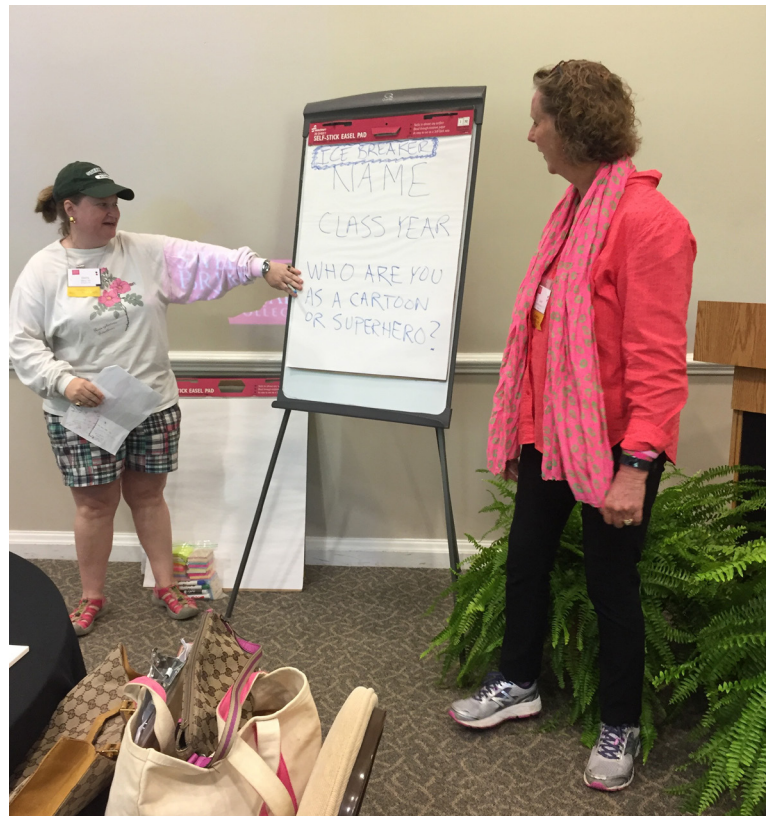
Nominations for these positions as well as those advertised in the September issue of *The Briar Wire* are being collected through an online form. Please visit sbcb.edu/alumnae-development/alumnae-alliance to learn more about the skills and experience needed for these positions and the time commitments. The nomination form is also posted there. ■

Alumnae Relations and Development Office and Alumnae Alliance Council host Alumnae Leadership Training Conference

Club and class alumnae leaders from classes of the 1950s to the 2010s attended an Alumnae Leadership Training Conference at Sweet Briar during Inauguration Weekend — the first such conference held in 3 years. Approximately 50 alumnae leaders participated in sessions that included presentations and working group meetings led by members of the Alumnae Alliance Council and by staff members of the Alumnae Relations & Development Office at Sweet Briar.

After the excitement of the march to Monument Hill for Founder's Day and the Inauguration of President Meredith Woo, alumnae were intent on learning more about how they can support President Woo in her efforts to reinvigorate the College. Mary Pope Hutson '83, Debra Elkins '93 and Sarah vonRosenberg '72 provided insights into the alignment of the priorities of the Alumnae Alliance with the needs of the College over the next few months (until December of 2017). The Alumnae Alliance's priorities have three areas of focus: enhancing and increasing alumnae engagement with Sweet Briar as a building block for recruiting and retaining students; fundraising, to include contributing to the immediate launch of the Sweet Briar Fund; initiating planning of next year's Sweet Work Weeks budget-relieving activities; and ongoing and enhanced provision of in-kind operational services to the College. The most immediate developments from the Alumnae Alliance are transitioning the Alumnae Alliance Council Leadership Team by strengthening governance and significantly expanding the "Plus Ones" participation, along with the launch of the re-tooled alumnae Media, Marketing, and Communications working group to actively support efforts of the College's Communications Office, including Melissa Richards, SBC's new Vice President of Communications and Enrollment.

Alumnae leaders were actively involved in intensive training sessions focused on building the leadership bench of clubs and classes. In these sessions, Alumnae Alliance Council members and staff addressed the form, function and expansion of their leadership teams. The Conference also



Sarah vonRosenberg '72 and Debra Elkins '93, co-chairs of the Alumnae Alliance Council, kicked the conference off with an ice breaker.

included a special session on Admissions Ambassadors, and specifically how alumnae operate within enhanced participation in the Admissions Ambassadors Team (and the new training opportunities rolling out soon). The new alumnae Media, Marketing and Communications Team made a presentation on how their working group leverages College communications to broadcast news to the 9 decades of alumnae by supporting both traditional media (*Alumnae Magazine*, *Class Notes*, and *The Briar Wire*) and social media (Facebook, Twitter, and Instagram). Volunteers and staff also discussed how clubs and class leadership teams can further support the launch of the Sweet Briar Fund. Mary Pope Hutson related how the Alumnae Relations and Development Office's fundraising efforts are geared to exploring other opportunities for fundraising including foundations and corporations, and that reliance on heroic efforts by alumnae to fund College operating expenses will decrease over the next several years.

The conference ensured the presence of lively, informative and constructive interactions, the most exciting of which was the launch of a Young Alumnae Working Group as a result of the weekend meetings!

Participants have been encouraged to contact members of Alumnae Relations & Development staff or Alliance Council members as they begin to incorporate training into their club and class activities. The conference sessions provided opportunities for interaction with a wide variety of alumnae from different decades and geographic areas and were information packed, intense and fun! Stay tuned next year for a bigger and better Alumnae Leadership Training Conference on Founders' Day Weekend 2018 (September 21-23) with even greater opportunities for learning how alumnae can support Sweet Briar! ■



Conference participants enjoyed one of the most beautiful views on campus from the backyard of Hubbard House, where Alumnae Relations and Development hosted a picnic.

5 Ways alumnae can help Sweet Briar

- Help strengthen the Alumnae Clubs network by making sure Sweet Briar has your up-to-date contact information, and that you've notified them of which alumnae club you would like to be associated with.**
 - Online form to update your contact information: sbc.edu/alumnae-development/update-your-information.
 - Or contact Bonnie Seitz at seitz@sbcc.edu or 434-381-6417.
 - List of Clubs: sbc.edu/alumnae-development/geographic-clubs-and-events
- Volunteer to be an Admissions Ambassador** to represent Sweet Briar at college fairs, school visits, and contacting prospective students. This updated recruiting and retention approach uses a focused states and cities approach, with Admissions Ambassadors leadership teams aligned with home base Alumnae Clubs, to build relationships and personalize the recruiting process for students we want to "bring into the SBC family." Please sign up at sbc.edu/admissions.
- Reconnect with your class, volunteer to help with your Class Leadership Team, especially class communications, social media, and fund agents, and begin making plans to attend Reunion (June 1-3, 2018).** All classes are welcome! Classes ending in 3's and 8's are celebrating 5-year anniversary years. For more info on class leadership roles, see sbc.edu/alumnae-development/class-acts.
- Follow Sweet Briar College and the Alumnae Alliance on social media** (Facebook, Twitter, Instagram). For more information on SBC-related social media, check out sbc.edu/alumnae-development/social-media.
- Promote the Sweet Briar College brand** — SBC sweatshirts, T-shirts, caps, mugs, decals, and many other items are available to display your pink-and-green pride! Shop and order online at the Book Shop at Sweet Briar College shopsweet.sbc.edu. ■

YOU CAN HELP RECRUIT THE NEXT CLASS OF SWEET BRIAR WOMEN!

Sweet Briar is asking alumnae and friends of the College to personally refer prospective students to the Admissions Office through a new referral form that can be found on both the Admissions and Alumnae pages of our website as part of a referral initiative. There is no time commitment or follow-up required, so please keep it in mind as a simple but significant way to help Sweet Briar's growth and renaissance. Visit sbc.edu/admissions/referral-student to make your first referral today!

President Meredith Woo continues tour to U. S. cities in Fall 2017

President Woo continues her tour of cities in the United States this fall to meet alumnae and friends of the College. The list of cities she will visit is below. To find out more, call Rachel Pietsch at **434-381-6163** or email rpietsch@sbcc.edu.



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| Dallas, TX | Thursday, November 2 |
| Los Angeles, CA | Sunday, November 5 |
| San Francisco, CA | Monday, November 6 & Tuesday, November 7 |
| Philadelphia, PA | Wednesday, November 15 |
| Hampton Roads/Norfolk/Virginia Beach, VA | Thursday, November 16 |
| Denver, CO | 2018 |
| Houston, TX | 2018 |

Plan for Sweet Briar Days now!

Celebrate Sweet Briar's past, present, and future with alumnae, students, prospective students and families! **December 28th is Sweet Briar Day**, and alumnae traditionally celebrate the day between late December and mid-January. Please **contact your local club leaders and help host your area's Sweet Briar Day event** before students return to campus on January 14, 2018.

Ready to schedule and plan your Sweet Briar Day celebration? Contact Rachel Pietsch at rpietsch@sbcc.edu for assistance.

Have questions? Don't have a local club and want to start one? Contact Kathryn Yunk '91 at kathrynyunk@gmail.com or Norma Valentine '93 at norma_v0@yahoo.com. ■

Save the date for Reunion!
June 1-3, 2018



Get ready for #GIVINGTUESDAY! November 28, 2017

#GivingTuesday is a world-wide giving day powered by collaboration and promoted on social media. The day is scheduled each year for the Tuesday following Thanksgiving, Black Friday, and Cyber Monday. This special day of philanthropy is intended to kick off the season of giving, when many of Sweet Briar's alumnae and friends focus on end-of-year giving.

Since its first year in 2012, when the Belfer Center for Innovation & Social Impact at 92nd Street Y, a cultural center in New York City, created #GivingTuesday, this day has celebrated and encouraged philanthropic giving to nonprofit organizations around the world.

This fiscal year, the College has set two goals: to raise \$116,000 in honor of 116 years of Sweet Briar's history, and to increase the number of donors with recurring gifts to 116. This is an excellent opportunity to encourage your classmates who have not yet made gifts to renew their support!

The Sweet Briar Fund:

- Provides resources for student scholarships,
- Supports our faculty and our academic excellence, and
- Stewards Sweet Briar's natural and built environment.

You can help Sweet Briar by asking your friends and family to join the movement on Tuesday, November 28, 2017. We'll kick the day off starting at 12:01am EST, so remember your friends who may live abroad as well. We are extending giving deadlines until midnight PST for those alumnae and friends living on the west coast of the United States.

This is a great opportunity to make a year-end gift to Sweet Briar. You can make a gift online at sbc.edu/give at any time before December 31, 2017 for it to count in this calendar year. Our fiscal year ends on June 30, 2017.

Track our progress online by liking and following our Facebook page, Sweet Briar College Now and Forever, at facebook.com/sweetbriarnowandforever. ■

Need a large-print version of **The Briar Wire**? Call (800) 381-6131.